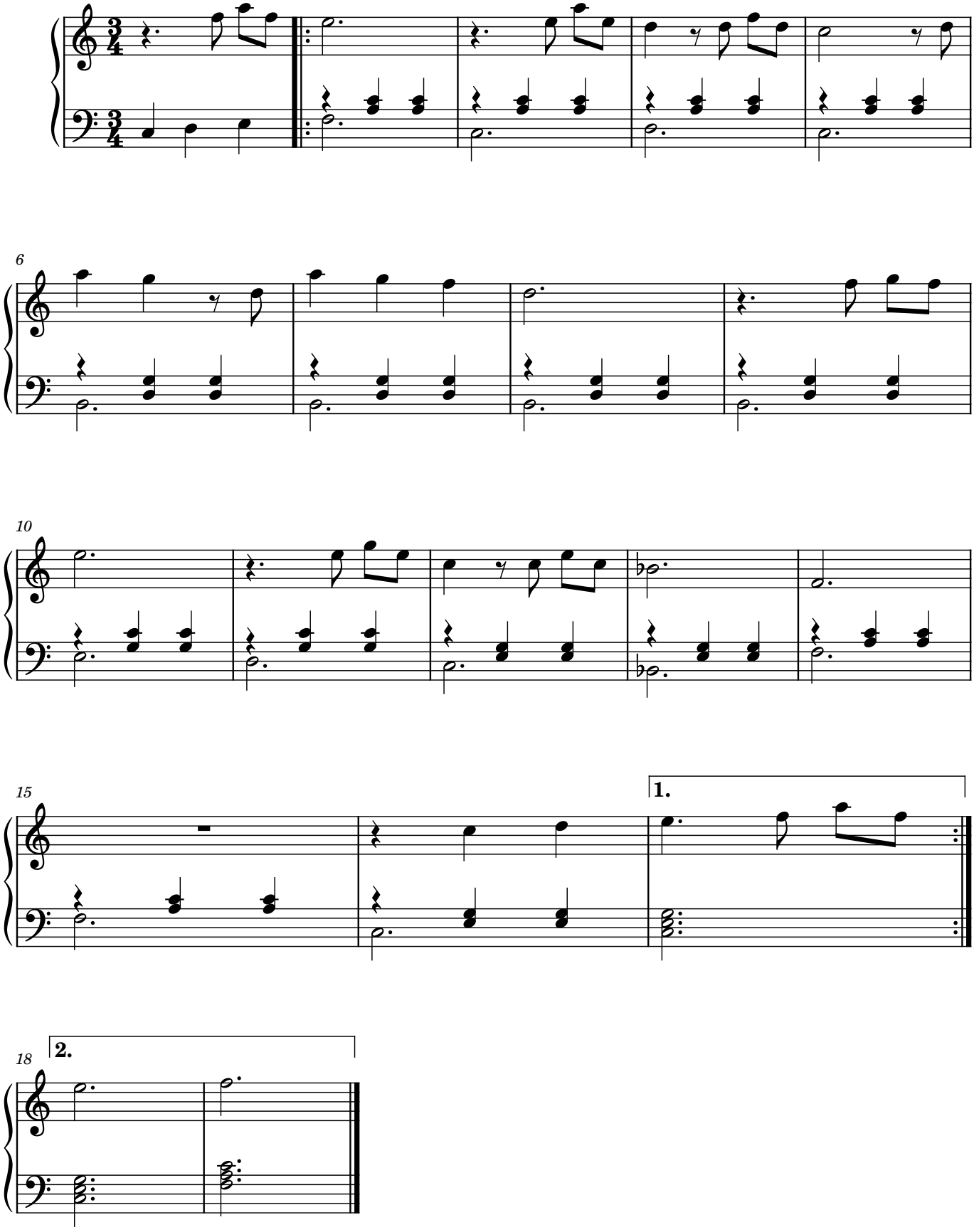UP